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Title:

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UNUSUAL Sales Events For Retailers

Based on the experiences of several hundred store owners

Policyholders Service Bureau
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A SERVICE TO BUSINESS IN THE INTEREST OF 27,000,000 PEOPLE

THIS IS ONE of many publications issued by the Policyholders Service Bureau in the interest of better management in business. The Metropolitan has good reason for desiring to contribute to improved management practices, as they have a direct bearing on the economic well-being of its policyholders. More than one person in every five of the general population—an average of about one per family—is a Metropolitan policyholder. An even greater proportion of employees in commerce and industry are insured by the Company.

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Under the direction of these specialists, investigations of subjects of current interest to business executives are being conducted continuously. The results of those investigations which are of general interest are published from time to time. A complete list of several hundred reports issued by the Bureau and available for distribution is given in the *Index of Economic Reports*. Copies of the *Index* may be secured on request. Address:

POLICYHOLDERS SERVICE BUREAU
METROPOLITAN LIFE INSURANCE COMPANY
ONE MADISON AVENUE, NEW YORK, N. Y.

Unusual Sales Events for Retailers

AT CERTAIN TIMES of the year, every merchant has goods that must be closed out—broken lines, shelf-warmers, remnants, old stock that should be replaced with new. Or there may be need for a special event that will bring people in, and swell the year's profits.

This report brings together, in simple form, plans for thirty sales events that have been used by successful merchants. To obtain these plans, a study was made of the trade publications in many fields. Several hundred ideas were examined. From these, a selection was made of events that were more or less original, and of equal interest to large and small stores.

No attempt has been made to describe these events in detail; for the most part, the ideas are so simple as to make details unnecessary. If needed, the wise merchant will be able to supply them easily out of his own experience. There is, however, one point that was consistently emphasized by the authors of these plans—*the need for careful preparation*. As one merchant expressed it, "A sale will be successful in proportion to the care which is exercised in getting ready for it, and carrying it through."

Since these plans, in most cases, are adaptable to all lines of retailing, no effort has been made to classify them. In the following pages, they are presented in alphabetical order.

A-B-C Sale . . . . . .

The unusual feature in this sale, which was conducted by a store on the Pacific Coast, was in the arrangement of the items listed in the advertisement announcing the sale. Each item was listed in alphabetical order, with an extremely large initial letter. The effect was a striking page which looked like a display of the alphabet. The result was reported to be a 20 per cent increase in sales for the day.

Admission Fee Sale . . . . . .

Making a charge for admission on the first day of a closing-out sale is reported to have worked well in a Southern store. As customers entered, they bought 50-cent tickets, which were taken up by a clerk at the time of the first purchase. If the purchase was $2.00 or more, the admission fee was deducted from the bill at the main office. The plan is claimed to have brought desirable patronage to the store, encouraged larger purchases, and secured more rapid movement of stock.

After Hours Telephone Sales . . . . . .

To encourage orders by telephone, an "after hours telephone sale" was devised by a store in Texas. For the first sale, a dozen staple items were advertised as on sale at special prices between 6:30 P.M. and 9 P.M. on one day, and from 8 A.M. to 9 A.M. the following morning. While written orders were honored from customers having no telephones, none of the sale merchandise was sold over the counter; in other words, each sale was exclusively a sale by telephone, and was made without the customer's coming into the store. As a result of these sales, this store reported an increase of 28 per cent in the volume of its telephone orders.

Auction Sale on Trade-Ins . . . . . .

With many merchants, a knotty problem is getting rid of second-hand merchandise that has been taken on trade-ins. A dealer in Ohio moved this stock by making a complete list and announcing in the newspaper that, on a certain day, he would hold a public auction and sell all items to the highest bidders without reserve.

Church Day Sales . . . . . .

The popular idea that no worker is so zealous as a church worker was capitalized by a store in Wisconsin in a series of successful sales, each sponsored by a different church. The cooperation of the churches was enlisted through a letter sent to each church, in which an offer was made to donate a percentage of all sales to unemployment relief, or to the church treasury.

Meetings of the Ladies Clubs were called in each church, and at these meetings the proprietor of the store explained his plan. At these meetings, enthusiasm was worked up and the women shown how they were expected to put the sale across. Each member was given a $10.00 book of merchandise certificates in denominations of 50 cents and $1.00, with instructions to go out and sell these certificates. The certificates were good at any time; but of course, the date of the church sale was stressed in the sales talks. A prize of $5.00 was offered to the persons selling the greatest number of certificates. On the sale day, a prize also was offered to the church member making the largest purchase. The church had the privilege of choosing any day it desired for its sale and was guaranteed 10 per cent of all sales made. Three members of the church were hired for the day at a wage of $2.50.

Special bargains were offered on the day of the sale. Sales letters were mailed by the store to members and friends of the church through the church secretary.

There was no competition among churches; sales were conducted on different dates, sufficiently separated to prevent possible friction.

Combination Sales . . . . . .

Many stores report good results from combination sales. In these sales, two or more items are offered together, at a special price. If the articles are bought separately, the full price is asked. A store in Los Angeles sold a combination of electric toasters and jars of preserves. Another store put on a sale of nuts and glassware. A variation of this type of sale is the "one-cent sale." Articles are sold in pairs—the full price being charged for one, and one cent for the second article in the combination.

Customer's Guest Sale . . . . . .

While many merchants inform their regular customers, and invite them in for sales a day ahead of the date announced to the general public, a store in the East has given this custom a new turn. To build up a mailing list, this store conducted a sale for regular customers exclusively. The announcement of the sale was sent by letter only to people who had charge accounts. This "customers only" feature was emphasized. Enclosed with the letter were two "guest" cards, which the customer was privileged to give to friends. Each of these cards provided space for the writing of a name and address. The event was scheduled for a Monday, normally a quiet day. Customers and guests were instructed to make their purchases in the usual way, at regular prices, and when their purchases were complete, to turn the cards in at the main office, where a 10 per cent credit or refund would be allowed. The cards turned in, with names and

addresses, provided the information necessary for the building of the mailing list. It is reported that these events, conducted three times a year, proved very valuable in developing new accounts. Customers who presented their invitation letters were allowed the same discounts as the guests.

Demonstration Sale . . . . . .

The proprietor of a store in the South had a large stock of shirts which he wanted to move. He selected six of the shirts at random, and sent them to a local laundry with instructions to wash, starch and iron each shirt, not once, but twenty-six times—the equivalent of an average year's wear and tear. These laundered shirts then were displayed in the windows and featured in a newspaper advertisement that said, "We Had Each of These Shirts Laundered 26 Times and Proved Them to Be Color-Fast and Non-Shrinkable."

This announcement, backed with an affidavit from the laundry, and supported by the display in the windows, proved even more successful than had previous sales at cut prices. It was reported that the original stock was sold out, and that additional shirts had to be ordered.

Employee Sale . . . . . .

A store in London cleans out slow-selling and odd-lot goods by means of special sales to employees. Immediately following the close of its July and January sales—the two big events of the year, the store collects all its slow-selling merchandise, together with odd-lot goods which it wants to close out, and marks everything at the lowest possible figure. The entire assortment is then displayed in one room, and during a single morning, from 9 until 10:30, employees are given the opportunity of purchasing this merchandise at the low prices at which

it has been marked. It is claimed that the results are so satisfactory that these "staff" sales are now held regularly by this store at six-month intervals.

Ghost Table Sale . . . . . .

To dispose of old and shelf-worn goods, one merchant had these items sorted out while inventory was being taken. He then placed them on a table which was divided into six sections, each section with a different price card. In the center of the table was a large card with this message: "Our Ghost Table—Slow-moving 'ghosts' unearthed while we were taking inventory. They cost us much more than the price asked——."

Gift Sale . . . . . .

A merchant in Ohio used the samples given him by various manufacturers for a sale that was reported to have been more than commonly successful. The samples were put up in baskets, and an advertisement run in the local newspaper announcing that, with each purchase of $1.00 or more of goods on a certain day, one of these baskets of samples would be presented as a gift. It is claimed that, in addition to materially increasing sales on the day of the event, the plan was highly effective in obtaining distribution of samples under conditions which gave the samples added value in the eyes of the customer.

Half-Hour Sales . . . . . .

Fifteen thousand people are reported to have entered a store in a city of fifty thousand population in one day, in response to a day's series of half-hour sales.

The day was August 15th, and the event was announced in twenty boxed advertisements, each 3½ by 1¾ inches, combined in one five-column main advertisement. Each box featured two items, which were on special sale for

the half-hour specified at the top of each box. The twelve best selling items were reported to be the following: $1.00 compacts for 25 cents; children's school tablets, three for five cents; $9.85 to $12.50 shoes for $7.00; silk pongee 23 cents a yard; mercerized damask napkins, six for 58 cents; $1.00 combination face powder and perfume for 49 cents; cream voile curtains, two pairs for 88 cents; tots' summer dresses, $1.00 grade, two for a dollar; dollar silk hose, full fashioned, 59 cents; $1.95 hosiery at $1.25; $1.95 pajamas at $1.00; all costume jewelry, half price. It was said that two excellent features of the sale were that it brought people in throughout the day, and into every department of the store.

Introductory Package Sale . . . . . .

Whenever it opens a new store, a chain store company reports that it conducts an "Introductory Sale." In order to draw as many people as possible to the store without regard to profit, the company gives away an "Introductory Package" with each purchase of $1.00 and over. The package usually contains a diary, a 15-cent box of bicarbonate of soda, a sample of wine tonic, a package of epsom salts, a bottle of vanilla, a bottle of glycerine lotion, a wash cloth, and half a dozen other articles of trial or sample size. An official of this company said that these sales serve as an excellent means of acquainting customers with the complete line of merchandise carried by the store.

Jury of Women Sale . . . . . .

A jury of clubwomen, enrolled from twenty neighboring communities, was used by a store in a large city to review in advance the values intended for its anniversary sale. The women were shown samples of the merchandise to be offered in the sale, each buyer displaying and

"selling" his own merchandise to the assembled group. In some cases, price changes were made at the suggestion of members of the jury. The fact that "the jury of women" had passed upon the values was featured by the store in the advertisements announcing the sale.

Lucky Size Sale . . . . . .

As a means of keeping stocks clean, and to clear out so-called broken lines, a Western store puts on a "Lucky Size" sale. Garments are displayed in the window on racks with a card showing the lot number and size. A display card reading, "Look for your size on the ticket," calls attention to the broken lines of high-priced items offered at clearance prices. These sales are conducted regularly by this store and are reported to be most effective.

Mate Sale . . . . . .

A merchant in New England reports that he secured a 69.4 per cent return from a direct mail sale designed to increase his rural following. A heavy canvas work glove was enclosed with a letter inviting the prospective customer to come in and claim the mate of the glove. Included in the letter was a reprint of the merchant's advertisement in the local paper. This merchant reports that 580 mailings, costing slightly less than $150, brought 401 customers and prospects into the store to claim their gloves. The purchases made by these callers totalled $4,325.80.

Money Back Sale . . . . . .

A store in Indiana reports that it features a money-back guarantee on the specials it offers each Saturday. If, after having purchased a special, the customer finds that the same article might have been bought on the

same day from some other store at a lower price, this store offers to receive the merchandise back, or to refund the purchase price without question. It is claimed that this guarantee satisfies those who like to compare prices, and also those who like to save money and yet do not care to "shop around."

Pay Envelope Special . . . . . .

A store in a small city in the East regularly offers what it calls a "pay envelope special." This store has a printer make up pay envelopes with this message printed on the back: "This envelope is good for a 5 per cent reduction on any purchase made at _____." The envelopes also are numbered, so that, when they are turned in, it will be known where they came from. These envelopes are given to any employer who will use them on pay day. The employee receiving the envelope is allowed the stated discount when the envelope is presented in connection with a purchase. Other stores report the use of a somewhat similar idea to draw out-of-town customers; a certain amount is allowed against the railroad fares or automobile mileage of such customers, depending upon the amount of goods bought.

Popular Request Sale . . . . . .

A store in Ohio reports that its "popular request" sale was one of the most profitable it ever conducted. It was described as "the sale which the people asked for." Customers were asked what merchandise they would like to see on sale at special price reductions. To obtain the necessary information, a questionnaire letter was sent to everyone on the store's mailing list. A total of 1,865 questionnaires were returned. In these questionnaires the customers indicated their preferences as to merchandise. The sale was planned with this list as a guide. It is said to have been unusually successful.

Priceless Sale . . . . . .

A store in the Middle West reports that the most successful sale it ever held was conducted without advertising the price of a single item. Every article in stock was substantially reduced but not according to a set percentage. The sale was announced in a large double-page advertisement in the leading daily newspaper. This, like the follow-up advertisments, quoted no prices whatever. The store simply pledged its reputation on the unusual nature of the sale and the real values offered. The response is said to have been immediate and well sustained. It had the advantage, also, of keeping competitors in the dark as to what was being featured.

Progressive Markdown Sale . . . . . .

A three-day clearaway sale, in which daily reductions were made is reported to have been successful for a store in Missouri. On the first day, everything included in the sale was reduced 30 per cent. On the second day, everything that was left was reduced another 10 per cent, and on the third day, the merchandise still remaining was reduced another 10 per cent.

In announcing the sale, this retailer said: "If you have the true bargain-hunting spirit, you probably will wait until Wednesday (the third day of the sale), when everything will be at half-price. But, in the meantime, alert shoppers may come along and buy the articles you particularly desire at 30 or 40 per cent off. Can you afford to take a chance? Or will you make sure of what you want by coming in the first or second day?" All sales were outright; nothing was sold on approval and no exchanges were permitted.

Round-the-Clock Sale . . . . . .

An English store is reported to have closed out its sale merchandise in one day with a "clock sale." A

reduction on each unsold item was made every hour. Thus, $5 items were sold for $4.50 at 11 o'clock; for $4 at noon, for $3.50 at 1 P.M., and so on. A clock displayed in the window indicated the prices at different hours, and an alarm clock sounded each hour, advising customers when new reductions were in order.

Staying in Business Sale . . . . . .

To meet the competition of stores which advertise that they are "going out of business," a merchant in Oklahoma conducted a campaign in his local newspaper featuring the fact that he was offering a "Staying in Business" sale. "Owing to manufacturers, banks, proration, depression, backward season, lack of rain, unemployment, five-year plan, free silver, etc.," announced this store, "we are making an unusual offer this week—we are offering our new merchandise at reduced prices. But we have no intention of going out of business. In fact, the idea of this sale is to enable us to stay in business."

Surprise Package Sale . . . . . .

Two enterprising retailers say they have used this idea with consistent success. Packages, variously valued at $2.50 to $10 are made up and all are offered at $2.50.

The appeal in this type of sale is said to reside in the element of chance which the customer takes as to whether he will get $2.50 worth of merchandise or $10.00 worth. The packages are made up for both men and women. The men's packages contain such items as safety razors, golf balls, fountain pens, toilet soaps, hair tonics, cigarette holders, etc., and the women's packages such things as perfumes, costume jewelry, compacts, face powder, cold cream, pin cushions, toilet waters, etc. It is said that one of the advantages of this type of sale is that it induces the customer to buy merchandise that ordinarily would not be purchased.

Town Hall Sale . . . . . .

In a Western city a store-owner hired a hall for a one day sale. This gave him a sales floor three times as large as the space available in his own store. Temporary dressing rooms were erected along each side of the hall. All sales were final, with no provision for exchanges, refunds, or layaways. It is said the sale attracted hundreds of women who would have passed it up if it had not been featured in a dramatic way.

Wedding Sale . . . . . .

To attract the June wedding trade, a Midwestern store put on a mock wedding. The store invited patrons with formal cards reading "—— requests the honor of your presence, Thursday at four, for an afternoon wedding." The copy mentioned the names of the mock bridal party, which included prominent students from a local college. The names of the sororities of the mock wedding bride and her bridesmaids, and the fraternities of the groom and the groomsmen also were given. The wedding was complete as to pages, ring bearer, guests, ushers, maid of honor and minister. A percentage on the day's sales was given to the students to help a college project in which they were interested.

Weekly Wake-up Sale . . . . . .

By offering specials on Monday, Tuesday and Wednesday, one merchant was able to even the load of his weekly business. As is the case in many stores, this merchant found that he was doing twice as much business the last half of the week as in the first half. Accordingly, he arranged a series of "Weekly Wake-up" specials for Monday, Tuesday, and Wednesday, instead of for the week-end. He reports that the result was an increase in sales the first half of the week, with no noticeable drop during the last half.

Weekly Wonder Sale . . . . . .

A series of "Weekly Wonder" sales—each "Weekly Wonder" being a special offering over a period of two days—is reported to have brought good business to a store in Chicago. Once each week, some item was offered of such outstanding quality and price that it compelled shoppers to visit the store. No 'phone or mail orders were accepted, and it was made plain that the offering would last but two days. The specials were offered once a week during a period of thirty weeks. The sales were reported as uniformly successful.

White Elephant Sale . . . . . .

To get rid of its "dead-head" merchandise, a "White Elephant Sale" was conducted by a store in the Southwest. A four-page advertisement, headed "White Elephants Among Our Souvenirs," was run in the local newspaper. The quality and condition of the merchandise was described humorously, but with perfect candor. Old and shopworn merchandise; items no longer in style, etc., were listed for what they were. The following was typical of the headlines used: "Winter Coats—Vintage 1922—but Hopeless." Most of the merchandise in the sale was out of date or dead. It is reported, however, that most of it had been taken before noon on the day of the sale.

Women's Club Sale . . . . . .

A sales increase of 200 per cent over the ordinary Saturday is reported to have been obtained by an Eastern merchant as a result of allowing the local Women's Club to run his store for a day. Members of the club acted as sales people and handled 900 transactions, accounting for $3,300 of business. It is added that these sales were not made at the expense of the normal volume, since

business before and after the event was up to the average. The club "publicized" the event, and received a certain percentage on the day's gross.

36 Other Sales . . . . . .

As will have been noticed, all the ideas described in this report have in them certain elements of freshness and originality. These are important qualities—they attract attention. However, the name or idea given a sale must always be secondary to the values offered, and to the manner of conducting the sale. Year after year certain old stand-bys continue to be successful because of good merchandise and good merchandising. As reminders, this list of "old reliables" is included: Anniversary sales, Basement sale, Birthday sale, Business Promotion sale, Consolation sale, Department Managers sale, Dollar Day sale, Easter sale, End-of-Month sale, "Ensemble" sale, "Factory to You" sale, February sale, Founders sale, Golden Jubilee sale, House Cleaning sale, Investment sale, January sale, July sale, Manufacturers' Outlet sale, "Men Only" sale, Mill End sale, Nine-Cent sale, Oddment sale, Odds and Ends sale, One-Cent sale, Room-Making sale, Rummage sale, Sample sale, Slack Hour sale, Spring sale, St. Patrick's sale, Vacation sale, Weather sale, Week End sales, White sale.

AN APPRECIATION

THE DEBT owed in the preparation of this report to editors and publishers of the many excellent periodicals circulating among retailers is acknowledged gratefully by the Policyholders Service Bureau. The selected plans offered in the foregoing pages were culled largely from the columns of the representative retail bulletins, newspapers, and magazines. Among the publications consulted were the following:

AMERICAN DRUGGIST, 57th Street and 8th Avenue, New York, N. Y.

AMERICAN GROCER, 90 West Broadway, New York, N. Y.

AMERICAN HATTER, 1225 Broadway, New York, N. Y.

AMERICAN INDEPENDENT BAKER, B-10-11, Produce Exchange Building, New York, N. Y.

AMERICAN PAINT AND OIL DEALER, 3713 Washington Avenue, St. Louis, Missouri.

AMERICAN PAINTER AND DECORATOR, 3713 Washington Avenue, St. Louis, Missouri.

AMERICAN PAPER MERCHANT, 1911 Conway Building, Chicago, Illinois.

AUTOMOTIVE MERCHANDISING, 97 Horatio Street, New York, N. Y.

BAKERS HELPER, 330 South Wells Street, Chicago, Illinois.

BAKERS REVIEW, 25 West Broadway, New York, N. Y.

BAKERS WEEKLY, 45 West 45th Street, New York, N. Y.

BOOT AND SHOE RECORDER, 239 West 39th Street, New York, N. Y.

BUILDING SUPPLY NEWS, 59 East Van Buren Street, Chicago, Illinois.

BUSINESS WEEK, 330 West 42d Street, New York, N. Y.

BUTCHER AND GROCERY CLERKS JOURNAL, 105 West Monroe Street, Chicago, Illinois.

BUTCHERS' AND PACKERS' GAZETTE, 9 South Clinton Street, Chicago, Illinois.

CHAIN STORE AGE, 93 Worth Street, New York, N. Y.

CHAIN STORE MAGAZINE, 250 West Lafayette Boulevard, Detroit, Michigan.

CHAIN STORE MANAGEMENT, 180 North Michigan Avenue, Chicago, Illinois.

CHAIN STORE REVIEW, 114 East 32d Street, New York, N. Y.

CLEANERS' AND DYERS' REVIEW, 128 Opera Place, Cincinnati, Ohio.

CLEVELAND GROCER, 1827 East 55th Street, Cleveland, Ohio.

CLOTHING TRADE JOURNAL, 216 East 45th Street, New York, N. Y.

CONFECTIONERS JOURNAL, 437 Chestnut Street, Philadelphia, Pennsylvania.

DAILY NEWS RECORD, 8 East 13th Street, New York, N. Y.

DARTNELL RETAIL REPORTS, 4660 Ravenswood Avenue, Chicago, Illinois.

DISPLAY WORLD, 1209 Sycamore Street, Cincinnati, Ohio.

DOMESTIC COMMERCE, Bureau of Foreign and Domestic Commerce, U. S. Department of Commerce, Washington, D. C.

DRUG BULLETIN, 536 South Clark Street, Chicago, Illinois.

DRUG TOPICS, 330 West 42d Street, New York, N. Y.

DRUGGISTS CIRCULAR, 12 Gold Street, New York, N. Y.

DRY GOODS ECONOMIST, 239 West 39th Street, New York, N. Y.

DRY GOODS MERCHANTS TRADE JOURNAL, 507 West 10th Street, Des Moines, Iowa.

ELECTRICAL DEALER, 360 North Michigan Avenue, Chicago, Illinois.

Electrical Merchandising, 330 West 42d Street, New York, N. Y.

Electric Refrigeration News, 550 Maccabees Building, Detroit, Michigan.

Facts and Figures, 900 Investment Building, Washington, D. C.

Facts in Food Distribution, 122 East 42d Street, New York, N. Y.

Food Chain Store, 228 East 45th Street, New York, N. Y.

Food Distribution, 87 West Van Buren Street, Chicago, Illinois.

Furniture Age, 2225 Herndon Street, Chicago, Illinois.

Furniture Index, 4th and Clinton Streets, Jamestown, New York.

Furniture Merchandising, and Southern Furniture Journal, Charlotte, North Carolina.

Furniture Record and Journal, 200 Division Avenue N., Grand Rapids, Michigan.

Gas Appliance Merchandising, 9 East 38th Street, New York, N. Y.

Gasoline Retailer, 54 West 74th Street, New York, N. Y.

Georgia Grocer, Chamber of Commerce Building, Atlanta, Georgia.

Gift and Art Shop, 260 Fifth Avenue, New York, N. Y.

Giftwares and Decorative Furnishings, 250 Fifth Avenue, New York, N. Y.

Glovers' Review, Gloversville, N. Y.

Grocer and Butcher, 121 North Erie Street, Toledo, Ohio.

Groceries, 114 East 32d Street, New York, N. Y.

Grocers' Commercial Bulletin and Meat Dealers News, 2642 University Avenue, St. Paul, Minnesota.

Grocers' Guide, 626 Broadway, Cincinnati, Ohio.

Grocers' Magazine, 88 Broad Street, Boston, Massachusetts.

Hardware Age, 239 West 39th Street, New York, N. Y.

Hardware Retailer, 130 East Washington Street, Indianapolis, Indiana.

Hardware Trade Journal, 10th and Wyandotte Street, Kansas City, Missouri.

Hardware World, 367 West Adams Street, Chicago, Illinois.

House Furnishing Review, Housewares Merchandising, 1170 Broadway, New York, N. Y.

Ice Cream Trade Journal, 171 Madison Avenue, New York, N. Y.

Indiana Food Merchant, 118 West Superior Street, Fort Wayne, Indiana.

Industrial Retail Stores, 626 Provident Bank Building, Cincinnati, Ohio.

Jewelers' Circular, 239 West 39th Street, New York, N. Y.

Keystone, 1505 Race Street, Philadelphia, Pennsylvania.

Laundry Age, 1478 Broadway, New York, N. Y.

Meat Merchandising, 105 South 9th Street, St. Louis, Missouri.

Men's Wear, 418 South Market Street, Chicago, Illinois.

Merchants Journal, 2d and Jackson Streets, Topeka, Kansas.

Merchants Record and Show Window, 435 North Waller Avenue, Chicago, Illinois.

Modern Druggist, 321 St. Charles Street, New Orleans, Louisiana.

Modern Merchant and Grocery World, 927 Arch Street, Philadelphia, Pennsylvania.

Modern Stationer, 250 Fifth Avenue, New York, N. Y.

National Association of Retail Druggists Journal, 168 North Michigan Avenue, Chicago, Illinois.

National Butter and Cheese Journal, 505 West Cherry Street, Milwaukee, Wisconsin.

National Cleaner and Dyer, 305 East 45th Street, New York, N. Y.

National Drug Clerk, 440 South Dearborn Street, Chicago, Illinois.

National Druggist, 946 Century Building, St. Louis, Missouri.

National Grocers Bulletin, 2388 University Avenue, St. Paul, Minnesota.

National Jeweler, 536 South Clark Street, Chicago, Illinois.

National Laundry Journal, 461 Eighth Avenue, New York, N. Y.

National Retail Clothier and Furnisher, 509 South Franklin Street, Chicago, Illinois.

National Retail Grocer, 325 West Huron Street, Chicago, Illinois.

Nebraska Merchant and Trade Review, Lincoln, Nebraska.

New England Hardware News, 80 Federal Street, Boston, Massachusetts.

Northwest Hardware Trade and Sporting Goods News, Box 1586, Minneapolis, Minnesota.

Painters Magazine and Paint and Wall Paper Dealer, 12 Gold Street, New York, N. Y.

Paper Trade Journal, 10 East 39th Street, New York, N. Y.

Pennsylvania Merchant, 1501 Unity Street, Philadelphia, Pennsylvania.

Postage and the Mailbag, 200 Fifth Avenue, New York, N. Y.

Poultry Supply Dealer, 1018 South Wabash Avenue, Chicago, Illinois.

Progressive Grocer, 79 Madison Avenue, New York, N. Y.

Progressive Laundryman, 77 West Washington Street, Chicago, Illinois.

Radio News, 222 West 39th Street, New York, N. Y.

Radio Retailing, 330 West 42d Street, New York, N. Y.

Radio-Television Retailer and Jobber, 1465 Broadway, New York, N. Y.

Retail Bookseller, 55 Fifth Avenue, New York, N. Y.

Retail Druggist, 250 West Lafayette Boulevard, Detroit, Michigan.

Retail Facts, 714 South 15th Street, Omaha, Nebraska.

Retail Furniture Selling, 222 North Bank Drive, Chicago, Illinois.

Retailing, 8 East 13th Street, New York, N. Y.

Retail Ledger, 1346 Chestnut Street, Philadelphia, Pennsylvania.

Retail Tobacconist, 117 West 61st Street, New York, N. Y.

Southeastern Drug Journal, 432 Peachtree Arcade Building, Atlanta, Georgia.

Southeastern Grocer, 180 Thirteenth Street, N. E., Atlanta, Georgia.

Southern California Grocers' Journal, 332 M. Harris Building, Los Angeles, California.

Southern Dry Goods Merchant, 119 North 7th Street, St. Louis, Missouri.

Southern Hardware, Grant Building, Atlanta, Georgia.

Southwestern Retailer, 405 South Poydras Street, Dallas, Texas.

Sporting Goods Journal, 139 North Clark Street, Chicago, Illinois.

Sporting Goods Dealer, 217 North 10th Street, St. Louis, Missouri.

Successful Merchandising, Valley National Bank Building, Des Moines, Iowa.

Starchroom Laundry Journal, 415 Commercial Square, Cincinnati, Ohio.

Wisconsin Retail Bulletin, University Extension Division, University of Wisconsin, Madison, Wisconsin.

Women's Wear Daily, 8 East 13th Street, New York, N. Y.

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